



The Fortnightly

REVIEW

OF THE CHICAGO DENTAL SOCIETY

November 1, 1948

Volume 16 • Number 9

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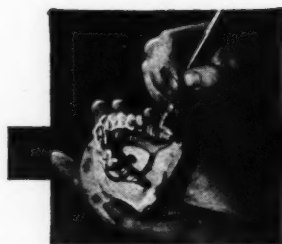
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Manuscripts and news items of interest to the membership of the Society are solicited.

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THE CALENDAR

November 2: WEST SIDE BRANCH: Regular Forum meeting at West Side Steak House. Dr. F. G. Robeson will discuss practice management.

November 2: WEST SUBURBAN BRANCH: First monthly meeting of the season at the Oak Park Club with dinner at 6:30 p.m. Dr. B. G. Sarnat will discuss the diagnosis and treatment of mouth cancer.

November 9: NORTHWEST SIDE BRANCH: Regular meeting at Stella's Restaurant, 3208 N. Kostner Avenue, at 7 p.m.

November 9: ENGLEWOOD BRANCH: Regular meeting at Hays Hotel at 8 o'clock. The speaker will be Mr. Joseph Bankowski of the Internal Revenue Department.

November 9: WEST SIDE BRANCH: Regular meeting at Midwest Athletic Club with pre-dinner talk by Dr. Otto W. Silberhorn at 6 p.m. At 8 o'clock Dr. Henry Bigelow will discuss "Oral Surgery."

November 17: KENWOOD-HYDE PARK BRANCH: Joint meeting with Northern Indiana Dental Society at Phil Smidt's Fish House in Whiting, Indiana.

February 7-10, 1949: CHICAGO DENTAL SOCIETY: Eighty-fourth Midwinter Meeting at Stevens Hotel.

The Fortnightly **REVIEW** *of*

THE CHICAGO DENTAL SOCIETY

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1949 Midwinter Meeting Coming Up

Stevens Hotel To House Convention, February 7-10

The Eighty-fourth Midwinter Meeting of the Chicago Dental Society will be held at the Stevens Hotel during the second week in February, 1949. The four day program of essays, limited attendance clinics and table clinics will offer an opportunity to hear and see the outstanding essayists and clinicians of the country. The commercial exhibit will assemble all of the important manufacturers and distributors of dental supplies right under one roof. It will be the largest and most diversified exhibit in dentistry. Incidentally, all exhibit space has been contracted for already.

Hotel rooms will be available in all the downtown hotels, but those who plan to attend should write to the hotel of their choice for reservations reasonably soon. The hotel situation has eased considerably during the past few months, so there should be no difficulty in securing accommodations.

COMMITTEES HARD AT WORK

Under the direction of the General Chairman, Melford E. Zinser, committees have been burning the midnight oil in preparation for a bigger and better meeting. Supporting Dr. Zinser in these

efforts are the following committee chairmen: Frank A. Farrell, program; Kenneth C. Washburn, essay; Harry W. Chronquist, general clinics; Willard R. Johnson, limited attendance clinics; Leon Wineberg, health and educational exhibits; R. G. Walser, motion pictures; and Sigmund F. Bradel, scientific exhibits. Vice-President Edwin W. Baumann, Chairman of the Midwinter Affairs Committee of the Board, has been lending his invaluable assistance to the cause. All these men have a wealth of experience in Midwinter Meeting affairs and can be counted upon to do a job.

INVITATIONS

Invitations to essayists and clinicians have gone out and acceptances are coming in every day in such numbers as to insure a full program. A round table discussion of fluorides will highlight the research program. The practice management section will stress the efficient management of the dental practice. Children's dentistry will present, besides the usual technics, a discussion of periodontal disease as related to children. The section on operative dentistry will bring to the

(Continued on page 25)

What Now?

By Frederick T. Barich



Q. What is children's dentistry?

A. When I get that peculiar feeling in my bicuspid I know that some twerp will come up with that question. My bicuspid never fail me, especially one.

Q. Do you believe that a course in child management would palliate your ulcers?

A. No, but a course in parent management would do the trick.

Q. Do you always have to use novocaine?

A. If you can develop that chairside whammy, you may toss the syringe out of the nearest window.

Q. Do you charge for broken appointments?

A. I charge for anything that's broken.

Q. What do you do for diastema?

A. What does that mean?

Q. Do you report all the findings on the examination chart?

A. I wouldn't dare.

Q. Is chewing gum good for the teeth?

A. No, chewing gum is good for Mr. Wrigley.

Q. What sort of diet do you prescribe?

A. Hot dogs, cokes and lotsa pies and cakes. Candy should be taken in generous quantities between and before meals. You might as well prescribe it because they will consume the stuff anyway.

Q. Are x-rays essential?

A. Strip pictures are all the rage right now, so x-rays fit the vogue perfectly.

Q. Do you advise the removal of abscessed teeth?

A. Not unless they are ulcerated.

Q. Do you advocate the towel treatment?

A. Yes, I use the towel treatment, but for some cases the guillotine would be better.

Q. At what age should dental inspection begin?

A. When the first tooth appears in the dental arch. If the child is born with teeth then use your own judgment.

Q. What causes anodontia?

A. The absence of teeth may be given as one cause.

Q. Do you permit parents in the operating room?

A. By all means. I am toying with the idea of a miniature operating room amphitheater for the sole purpose of accommodating the whole family and friends too, if they are brought along. There is nothing like being cozy about an important operation like a class one amalgam. After a few years of such demonstrations the parents could fill the teeth of their offspring and think how beneficial that would be to the profession at large.

Q. Do you think it is poor psychology to fill a cavity on the first visit?

A. Yes, I think all psychology is poor.

Q. How do artificial dentures fit the picture of children's dentistry?

A. It is no different than dentures for the adult,—the picture is always displeasing.

Q. Are space maintainers really essential?

A. Lack of them is essential to Orthodontics.

Q. Is a prolonged operation hard on the child?

A. It is more of an ordeal for mama.

Q. Why do you work on children?

A. You've got me there, pal!

Strategy in the Handling of Patients*

By Cecil H. Bliss, D.D.S., Sioux City, Iowa

When we view the practice of dentistry from a realistic standpoint, it becomes quite evident that it takes more than technical skill to make a successful dentist. This is not apparent to the undergraduate, for his attention is focused entirely on the many subjects and new technics that make up the curriculum of the dental student. Since nothing is said in the way of further enlightenment, he goes serenely along under the protective guidance of his instructors until the time of graduation. Then comes the rude awakening.

During the recent inflationary period there has been no "rude awakening." With the war, the national income rose to around the 200 billion mark. There was an unprecedented scarcity of materials; many commodities considered as necessities were no longer available; everyone had a well paying job, and people's pockets were bulging with money crying to be spent. With very little to buy, and with the public's characteristic tendency to spend all its earnings, it has trekked to the dental offices of the country in droves. All dentists, whether they deserved it or not, found themselves automatically successful. Dental incomes soared to an all time high, for there has been no acceptance problem in this "seller's market." In fact, during these last few years it would have taken a lot of careful planning to be a failure.

But under ordinary conditions all is not so easy, and young men seem to experience considerable difficulty making the transition from "theory" to "practice." They often find themselves beset with problems, the answers for which are not to be found in their school notes, their text books, the dental literature, or the dental meetings. Many are disheartened to discover that in spite of a fine

educational background and an earnest desire to serve, all too many patients seem unwilling to make the necessary monetary sacrifice. Thus at the outset these young men find themselves blocked by their inability to solve this acceptance problem.

Having made a careful study of practice problems since the depression of 1932, it is the opinion of your essayist that one of the most serious difficulties encountered by dentists in the operation of their practice is the finding of ways and means of obtaining a wider and more cheerful public acceptance of the scientific advancement we have made thus far. The vast majority of the dentists state that their greatest problem lies in convincing the public of the additional value to be found in dentistry done in a careful, painstaking manner.

This condition is due in part to organized dentistry's adherence to the time-honored theory that, if you build a better mouse trap, the world will beat a path to your door. Would that this were true! What a wonderful world this would be if right always triumphed over evil and special talent reaped a suitable reward. This is indeed a beautiful theory, based not on fact but on wishful thinking. In this extremely practical world, the regrettable truth is that many times even excellence must fight for attention.

FUNDAMENTAL LAWS

We may as well recognize the fact that there are certain fundamental laws that govern the marketing of goods and services throughout the world. And if we as dentists hope to do the most good in the world, we must recognize and accept these laws—laws that are applied, consciously or unconsciously, by successful men in all fields.

Of these fundamental laws, one of the first is that very few things in this world

*Read before the 1948 Midwinter Meeting of the Chicago Dental Society.

are so good that they will sell themselves. Virtually everything must be sold. This applies not only to various articles, it also includes services, education,—yes, and even religion. According to Glenn Frank, "Nothing of permanent value has been handed to us down through the past save by the grace of good salesmanship on the part of somebody." If we hope to do the maximum amount of good in the world, we, too, must know how to sell as well as produce good dentistry.

Yet for years our profession has pussy-footed around the words "selling" or "salesmanship," using such substitutes as "patient education." But as pointed out by Dr. George Wood Clapp, after many years of search, no satisfactory substitute has yet been found. Education is definitely a part of modern salesmanship, but salesmanship is much more—it is patient education with "oomph."

The truth is that there never has been anything wrong with real salesmanship. It was the unethical application of sales principles that brought it into disrepute during the "high pressure" days following the first World War. From that time on, anyone who so much as mentioned the word salesmanship was accused of being either a charlatan or a quack. But it may surprise many to know that the vast majority of salesmen have a code of ethics comparable to our own. These men feel that no sale should be made unless both sides profit. As pointed out in a previous article, modern salesmanship is the art of making people want what is good for them. No trickery—just an honest attempt to help people procure a greater measure of contentment by guiding their thinking in an educational manner. No man motivated by a sincere desire to help others while helping himself need ever apologize for being called a good salesman.

There are, however, certain requirements that must be met by those who would make an ethical application of the principles of selling in the handling of patients. The first, and most important, is *Tell the Truth*.

It is claimed by many eminent psychologists that an individual's fundamental

conception of ethics is well established even before reaching "teen" age. That being the case, a discussion of the subject from the strictly moral standpoint would be a waste of time. But aside from that, telling the truth is a plain, cold business asset. A liar is a gambler, and gambling is poor business. A liar must gamble on his memory—a most uncertain factor.

Honesty stands out—you can see it in a man's eyes. And anyone who goes through life telling the truth as he sees it, builds a reputation for honesty, which is one of the prime requisites for lasting, soul-satisfying success. Sincerity is one of the greatest and most potent selling factors; yet some try to find a substitute when there is none. Deceit will eventually catch up with anyone. It is well to heed the advice of Polonius, who spoke these memorable words to his son: "This above all, to thine own self be true, and it must follow as the night the day that thou canst not then be false to any man."

WANTS VS. NEEDS

With this thought in mind, we plan the patient's case in the best possible manner according to our beliefs. We know what type of service will accomplish the best result, and it is now our duty to make the patient want what he needs. But there is a vast difference between a "want" and a "need." A man may need things and never buy them. He may need life insurance, for instance, yet put off its purchase year after year. A patient may need a normal, healthy mouth, yet solemnly declare he cannot afford it, even though he drove to the office in a new car.

But watch this same man when he really wants something, and see how quickly he buys, even though he must go heavily in debt. People are forever making arrangements to purchase things they want, while their needs may lie dormant until they are unearthed and brought to light.

This story in Worsham's "Low Pressure Selling" illustrates the point. An oil burner salesman called on a well-to-do gentleman who lived in a large draughty

brick house. After hearing all the virtues of automatically controlled oil heat, the old gentleman remained unmoved, assuring the salesman that he was very well pleased with the present heating arrangement.

As they were talking, the dealer was horror struck to see a little child with no legs come rolling into the room on a little platform supported by small wheels. The owner of the house explained in a heartbroken way that the child was his little grandson—all that remained of his family. An automobile accident had taken the lives of both parents and left the child maimed for life.

A thought flashed through the dealer's mind and he asked, "Are you sure these floors are always warm for this little chap to play on?" For the first time the grandfather's eyes showed a flash of interest, and he finally admitted that the fire sometimes did get low and that the floors did get cold—the floors to which this helpless little fellow was forever chained by his condition. In twenty minutes the deal was closed and the salesman walked out of the house with an order for one of his largest units.

Why didn't the old gentleman realize the floors were cold—he should have—he lived with them every day. But the point is he didn't. Nor did he realize that he had use for an oil burner until this salesman guided his thinking and made him want what he needed. In the last analysis, the grandfather didn't buy an oil burner—he bought warm floors.

The really effective salesman is no miracle man, nor is he endowed with mysterious supernatural powers bordering on hypnosis. Instead, upon recognizing a definite need, he plays the role of an explorer continually searching, probing for that hidden button, which when touched will make the person want what he needs.

INTELLECT VS. EMOTION

How then shall we proceed in finding these hidden buttons? Shall we as dentists give logical, factual reasons why patients' mouths need reconstructing, or

should we avail ourselves of a much more powerful force—an appeal to the emotions? Certainly it was an emotional appeal that sold the oil burner.

Brownold in "The Heart Decides" states: "While the two are closely related, there never was a man who was not more susceptible to an emotional appeal than an intellectual one. The appeal to the intellect makes us think, while an emotional appeal makes us feel."

Whether we believe it or not, the fact remains that all important actions a man takes during his life time—from the cradle to the grave—are all the result of his feelings and his heart, not the result of his reasoning power nor the activity of his brain.

A certain salesman, upon closing a deal for the sale of a farm, said rather boastfully, "How's that for a sale!" The man standing next to him said, "You didn't sell that farm. He had his heart set on buying it. Didn't you hear his final remark? As he signed the papers he said, 'Some of the happiest days of my life were spent as a boy on the farm, and I have always wanted to own one.'" This man wasn't just buying so many acres of land—he was satisfying a life-long desire to recapture the happiness of his youth.

A tastefully dressed, middle-aged woman with a very noticeable closure of her vertical dimension asked if we would care to see one of the finest sets of dentures that had ever been made. According to her, she could do anything with them—eat corn off the cob, bite through apples, etc. To further impress us, she solemnly declared that not once had she been bothered by a single sore spot.

To criticize or argue would have been the height of futility, so this is what was said: "Mrs. V., I want to compliment both you and the man who made that wonderful set of dentures. They look well and must work beautifully. May I ask how long you have worn them? Eight years? Have they ever been refit? No? How remarkable! Of course, there are certain changes that take place in every mouth, a change brought about by the shrinkage of the ridges. This shrinkage

permits a settling of the dentures which results in an unflattering alteration of facial expression, with the nose and chin coming a little too close together. There has been some change in your case, but nowhere near as much as one would expect to find in eight years.

"In your visits to the office with your granddaughter, I have always admired your excellent taste in the selection of clothing. That, plus careful attention to the details, always gives you a very youthful appearance, marred only by this condition just mentioned. That being the case, this thought flashed through my mind. Some day you might be interested to hear how we can make you look as youthful from the nose down as you do from the nose up. No hurry, of course, just any time you happen to get around to it."

Mrs. V. had no use for new dentures—she was already wearing one of the "finest sets of teeth that had ever been made"; but she got around to purchasing a little "dash of youthfulness" the following week.

The needs are there—we see them everywhere—and if we are clever enough and persistent enough, by using emotional appeals as a motivating force, we will find it much easier to make people want what they need.

MAKE IT PLAIN

All attempts to influence people will meet with failure unless we use terms patients can understand. High-sounding words and phrases are all right at dental meetings, but they should be carefully avoided in our presentations. People will seldom admit they do not understand; so rather than ask for an explanation they reason it out in their own way, and they may arrive at wrong conclusions.

Even the government sometimes has trouble making it plain. One of the war time bulletins on "The Care and Treatment of the Girdle" caused quite a furor when it stated that "The girdle is best removed by a strong yank." Hastily recalling all of the outstanding issue, attempts made to rectify the humorous

error met with little success, for the new printings caused almost as much merriment by stating, "The girdle is best removed by a strong jerk."

One dentist told his patient that her trouble consisted of a chronic case of gingivitis. He also detected a carious area in the distal surface of an upper right maxillary first molar.

"My goodness, Doctor," said the horrified patient. "If they are as bad as that, I suppose we'd better take them all out."

It would be far better to use simple words and make certain that people understand. If our presentations are not easily understood by the average eighth grader, we are talking over the heads of most of our patients. This must always be remembered, "The human mind refuses to accept that which it does not understand."

Illustrative material, such as pictures, slides and demonstrating models, all play their part in this educational process, yet the value of well-chosen words and sentences has not been sufficiently emphasized.

Joseph Conrad, the English novelist, was asked how he made his livelihood, and he replied, "I am a dealer in words, and words are, of course, the most powerful drug used by mankind. Give me the right word and the right accent and I will move the world."

Ever since men learned to communicate with one another there has been that continual search for the right word and the right accent. Unusual ability along this line has made generals and even crowned kings. In many instances it has changed the history of the world.

Every day on billboards, in the newspapers and magazines, and over our loud speakers, we see and hear attempts to sell the public various goods and services by using the correct words in the correct order, of which the following are examples.

Large-sized packages of various items do not sell until they are re-named "Thrifty," "Economical," or "Bargain" sized packages. Stockings come, not in six colors, but in "six exciting shades." Shampoo is not merely to "wash" your

hair—it is to “glorify” your hair. One drugstore item is guaranteed to “Satinize and youthify” your skin.

One roadside tavern solved the loitering problem that prevented the arrival of new customers by urging people to stop and buy a “Walk Away” sandwich. One manufacturer of fountain pens claims superiority over all others because their product “writes under water.” Golf balls are not sold as good, medium and cheapest. Instead they use excellent psychology and stamp them, “For Master Play,” “For the Professional,” and “For the Expert.” One can then with dignity select any one of the three.

But in the field of perfumes we encounter the most unusual selection of names, to say the least. These aromatic concoctions are called “My Sin”, “Indiscreet”, “Shocking”, “Intoxication”, “Surrender”, and one is even named. “Desire Supreme.”

It is freely admitted that nowhere in the English language could we find words that have that much appeal and still apply to dentistry. But perhaps we would meet with greater success if instead of mentioning the kind of teeth, the color of the base material, or the methods we use in taking impressions, we spent more time searching for the right word and the right accent. Perhaps in speaking of dentures we should use terms such as “wrinkle removers,” “an investment in youthfulness,” “how to look ten years younger,” or “bloodless face lifting.” A completely rebuilt mouth could be called an “insurance against dentures.” Porcelain jacket crowns could be the “purchase of a glamorous smile.”

It would be very enlightening if every dentist would have his assistant take down his next presentation in shorthand, then have it read to him after the patient leaves. Most everyone would be surprised, if not shocked, to hear what had just been said; and in all probability it would arouse considerable interest in a more careful selection of words and phrases.

GIVE PATIENTS A CHOICE

Most people pride themselves on being

careful buyers—that no purchases are made until due consideration has been given all factors involved. For this reason, even after having definitely decided to purchase the best, fewer pangs of conscience will disturb their peace of mind if they have at least looked at something less expensive. Therefore, when discussing plans for reconstruction, the patients will find it much easier to arrive at the decision which will be for their own best interest, if we plan the cases in more than one way.

This suggestion is far more important than it may appear because round this idea revolves one of the cleverest bits of strategy. In giving patients a choice between two or more plans, we can divert the patient's attention from the question, “Shall I or shall I not have this work done?” by placing emphasis on “which” case would best suit his needs.

The clever wife uses this idea very effectively when she decides it is time to purchase a new hat. Does she make the fatal mistake of asking, “John do you mind if I buy a new hat?” I should say not! She knows full well what the answer would be. Instead she brings home two hats, and after a meal consisting of all John's favorite dishes, she smiles sweetly and says, “John, dear, I need your advice. Your taste in hats has always been excellent. Would you please tell me which of these two hats you think looks better on me?” It matters not how poor John answers the question, for anything he will say costs him exactly one new hat.

This idea thoroughly understood and thoroughly applied will prove to be of great value in helping people decide. Cases should always be planned in two or more ways, but instead of calling them “best,” “medium,” or “cheapest,” we might meet with more success if we imitated the manufacturer of golf balls and called our best plan our “ideal” plan, then we have a “compromise suggestion,” and last, an “alternate” plan. Then after explaining the various methods and quoting the fees involved, we, too, can smile sweetly and say, “Which case do you feel best suits your needs?”

DISCUSS FINANCIAL ARRANGEMENTS

After the patient has expressed a preference, it is advisable to proceed immediately with the next step, which is a frank discussion of financial arrangements. Patients have a right to know what they are spending and dentists have a right to know how and when they will be paid. Here again, more than one method of payment should be offered the patient. It would, of course, be ideal if every case were paid for when completed, eliminating all credit loss and much extra book work. Fortunate indeed is the man who can operate on this basis.

While there is much justification for such a policy, to adhere rigidly to such terms would deny many excellent patients the opportunity of enjoying good dental service. People have been educated to spend tomorrow's income and few carry a reserve sufficiently large to permit full payment of any dental emergency. It is, therefore, advisable in arranging terms to tell patients that under certain conditions, open accounts could be carried on the books for 60 or 90 days, but that if they wished to extend the payments over a longer period of time, it would be best to avail themselves of a "different payment plan."

Of the many excellent finance plans, one is worthy of special mention. Under this plan, which can extend over any period up to 18 months, the dentist receives full payment immediately. The interest rate of not to exceed 7 per cent is added to the case and the total is then divided into payments according to the wishes of the patient. The whole transaction can be completed in the office, avoiding the embarrassment of going first to the bank.

This plan can be put into operation by anyone in almost any sized community by making arrangements with the local banker, who in all probability is already operating a Personal Loan Department. In spite of the fact that all loans must be guaranteed by the dentist, records kept over a 15-year period show the loss to be less than 1 per cent.

In being able to offer more than one method of payment, we can use our final bit of strategy in the handling of patients by saying, "Which method of payment do you prefer?"

It is to be hoped that this paper will help stimulate more interest in the practical side of dentistry, a phase too long ignored. For over a hundred years we have worshiped at the shrine of technical perfection, completely losing sight of the fact that special talents will benefit no one until they are used. As a result, our schools graduate men with a fine basic technical training, but there our education stops. Yet, when we attempt to trade service for money, we leave dentistry behind and enter the field of business where we must compete for our share of the family budget.

The man in the chair may know little about dentistry, but when money is mentioned, we speak a common language, and he, like everyone else, resists the spending of money until he feels the expenditure is justified. Yet our future, our interest in dentistry, our value to our families and our communities, all hinge on our ability to make this man see the value in the right kind of dental service. Lacking this ability, it matters not what our technical background may be, for eventually the service rendered rises or falls to the level of a dentist's sales ability.

Reliable information on how the principles of good salesmanship can ethically be applied in the practice of dentistry, should be made available to students and practicing dentists alike. When this day comes, as it surely will, there will be the greatest technical advance dentistry has ever known. Dentists will be stimulated to improve, motivated by a confidence in their ability to find a market for newly acquired knowledge. The modern dentist of today must realize that the man who perfects himself in the art of handling men has no limit to his possibilities for advancement in his chosen field. But the man who perfects himself in the use of instruments and materials alone will seldom rise above the position of a skilled artisan.

North Suburban's Annual Clinic Day

North Shore Hotel — Wednesday, November 10

The focal point of the North Suburban calendar has always been the All-Day Clinic. This year the proceedings will be directed by the Evanston Association of Dentists. The North Shore Hotel in Evanston will be the location of the professional and social gathering on Wednesday, November 10.

The manufacturers will be on hand at 10:00 a.m. It is well to remember that the effectiveness of any meeting is as dependent upon satisfactory execution as upon adequate planning. These manufacturers are often able to supply us with a more efficient method or a more accurate technic. From this standpoint as well as that of meeting our old friends, the demonstrators, this exhibit will be well worth while.

LIMITED ATTENDANCE CLINICS

At 10:30 and at 3:30 the one and a half hour limited attendance clinics will begin. Tickets may be had for \$2.00 by writing to Dr. O. B. Kibler, 708 Church Street, Evanston.

The three clinics are as follows: (1) "New Developments in Crown and Bridge" by Drs. L. L. Kraus and E. E. Kraus of Milwaukee, Wisconsin. (2) "A New Concept of the Lower Denture Impression" by Dr. Henry Glupker of Chicago. (3) "Periodontia" by Dr. G. N. Sanger of Milwaukee, Wisconsin.

At noon Dr. Leonard Fosdick of Northwestern University will address the Health Luncheon. Because of space limi-

tations, this luncheon is restricted to health workers and nurses from the North Suburban area.

At 2 p.m. Dr. O. H. Stuteville will give answers to your questions upon the subject of "Oral Surgery Problems in General Practice." Send your questions to Dr. O. B. Kibler, 708 Church Street, Evanston.

TABLE CLINICS

There will be four table clinics by experienced practitioners and an analysis of the Evanston Fluorine Study. The clinics will be: "Hydrocolloid Impressions" by Dr. R. L. Wescott of Evanston, "Space Maintainers" by Dr. Milton Dawson of Evanston, "Apicoectomy" by Dr. William Redlich of Evanston, and "Malocclusion as it Affects the Natural Teeth" by Dr. W. G. F. Schmidt of Chicago. Drs. I. N. Hill, O. E. Jelinek and Don Martin will explain the progress of the Evanston Fluorine Study.

ANNUAL BANQUET

The cocktail hour at 5:00 o'clock is always an enjoyable affair and all are invited. The Annual Banquet will be at 6:30 followed by a talk by Dr. William M. McGovern of the Political Science Department of Northwestern University. The title of Dr. McGovern's talk will be "Behind the Scenes in Europe and Asia." —Henry Q. Conley.

QUOTATIONS AND ABSTRACTS

BIOPSY IN ORAL DIAGNOSIS

The use of biopsy in the diagnosis and evaluation of oral diseases has long been in use, but, sad to say, is not used enough. A thorough examination and the use of x-ray pictures are often not enough to correctly diagnose an abnormality of the mouth. In all cases where there is any possibility of a neoplasm, a biopsy should be taken. One should also be taken for the differential diagnosis of lesions, such as found in syphilis, fungus and virus diseases, tuberculosis and others. A microscopic examination will often be the final diagnostic feature in determining surgical intervention. It is quite embarrassing to find postoperatively that our preoperative examination was wrong and maybe needless surgery performed. Permission to take a biopsy is usually gladly given, especially when the importance of doing it is explained to the patient. The procedure is easy, inexpensive and time saving.

There are five ways of obtaining a biopsy: (1) Incision, either by scalpel or electrocautery, or by high frequency cutting current. (2) Punch biopsy. (3) Curettage. (4) Paracentesis, for the examination of fluids for tumor cells. (5) By aspiration. Of these methods, the incision one is by far the most popular. A sharp scalpel is used to remove the section and the following rules should be adhered to. A representative region should be chosen; thin, deep sections rather than broad, shallow ones; take normal as well as abnormal tissue; a V-shaped section is best; handle the specimen with care to avoid crushing; crust or sloughs should be avoided in the taking of material; if the lesion appears different in other places, take a biopsy from each characteristic part, but separate and label each as well as make a small drawing of the lesion and mark

on it where the specimens came from; cut all biopsies of the mouth deep enough to include basal tissues; place the tissue immediately in a 10% formalin solution; remove the entire lesion for study if it is small; label all specimens with patient's name, address, occupation and age; provide the pathologist with a short history of the case and the location of the lesion.

Usually a section is prepared by embedding in paraffin and cutting thin sections for examination. In cases of emergency, the section can be frozen, sliced and examined in about ten minutes' time.—*"The importance of Biopsy in Oral Diagnosis"* by Reed O. Dingman. *Jrl. of Oral Surgery*, Vol. 6, July 1948, 204-208.

E. J. S.

DENTAL PRACTICE ACTS

Employment by Unlicensed Person as Ground for Revocation of License.—The defendant dentist was charged with a violation of the New Jersey dental practice act and, after a hearing by the state board of registration and examination in dentistry, was found guilty and his license was suspended for six months. This ruling was reversed by the trial court on the ground that the statutory provision under which his license was suspended was unconstitutional, so the state board appealed to the Court of Errors and Appeals of New Jersey.

The dental practice act of New Jersey authorizes the revocation or suspension of a license to practice dentistry if the licensee has been found guilty of having "been employed by an unlicensed manager, proprietor, operator or conductor. . . ." The question which we shall answer, said the court, is whether a license to practice dentistry may constitutionally be revoked on a justified finding

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NEWS AND ANNOUNCEMENTS

DENTAL PROTECTIVE ASSOCIATION MEETING

The annual meeting of the Dental Protective Association of the United States will be held at the University Club of Chicago, 70 E. Monroe Street, December 20, at 5:00 p.m. Dr. W. Ira Williams, Secretary, 122 S. Michigan Avenue, Chicago 3, Illinois.

MORTON EVENING SCHOOL TO OFFER DENTAL ASSISTING COURSE

A new course in Dental Assisting is to be offered by the Morton Evening School, 2423 S. Austin Boulevard, Cicero. The lectures and laboratory work of this course are to be under the direction of Dr. Merrill J. Shepro of the University of Illinois, College of Dentistry.

This is the first time that academic training on the college level has been available to young women wishing to become dental assistants. The course has been organized to meet the tremendous demand for professional women of this type.

The program will consist of a series of lectures and laboratory exercises providing training in the basic sciences, clinical procedures, laboratory technics, office management, and public relations. It has been especially designed to provide a theoretical background and advanced training to the experienced assistant, as well as to offer a comprehensive training program for the novice. An outstanding faculty has been obtained from among the ranks of the foremost dental educators in the Chicago area.

Classes will be held on Monday and Thursday evenings beginning at 7:00 p.m. for a period of twenty weeks. The course will be divided into forty sessions and will give 104 hours of training. Tui-

tion is \$50.00 for all students, including laboratory fees. A certificate in Dental Assisting will be awarded to those who complete the course.

The classes will start on Monday, November 8, 1948, and registration will be held on November 2, 3 and 4, from 6:30 to 7:30 p.m. in the office of the J. Sterling Morton Evening School, 2423 Austin Boulevard, Cicero, Illinois. For further information phone Paul L. Roise, Evening School Director, Olympic 1100 or Lawndale 1-3480.

DENTISTS EXEMPT FROM JUROR SERVICE

According to Section 15 of the Dental Practice Act of the State of Illinois, dentists are exempt from service as jurors. The section reads as follows:

"That all dentists and dental surgeons now legal practitioners of dentistry or dental surgery in this state, or those who may hereafter become such, shall be exempt from service as jurors in any of the courts of this state."

ORTHODONTIST TO SPEAK AT CONFERENCE FOR EXCEPTIONAL CHILDREN

Through the efforts of the Committee on Dental Health Education, Dr. John R. Thompson, Professor of Orthodontics at Northwestern University Dental School, will discuss the relationship between the orthodontist and the speech correctionist at a meeting to be held at the Stevens Hotel at 10:30 Friday morning, November 12.

This meeting is one of a large number which will comprise the Conference for Exceptional Children held under the direction of the Illinois Superintendent of Public Instruction. The conference will be attended by teachers of special education for handicapped children.

Dr. Thompson has been asked to discuss the rehabilitation of malformed jaws, the redevelopment of personality through facial changes, and the relationship between orthodontic care and certain hearing disabilities.

Our Committee on Dental Health Education is doing an excellent job in arranging for an increasing number of opportunities whereby organized dentistry can tell the story of the need for adequate dental care.

POSTGRADUATE COURSES AT ILLINOIS

The University of Illinois College of Dentistry announces two separate postgraduate courses in "Recent Advances in Caries Control" and "Periodontia III: Histopathology of the Gingival and Periodontal Structures" immediately following the Midwinter Meeting of the Chicago Dental Society, February 11 and 12, 1949. Dr. Robert G. Kesel will direct the first course and Dr. Balint Orban will be in charge of the second, which will include microscopic study.

Beginning Monday, January 3, 1949, seven refresher courses will be offered by the University. The subjects to be covered are: "Complete Dentures," "Partial Dentures," "Operative Dentistry," "Dentistry for Children," "Oral Pathology, Diagnosis and Surgery," "Root Canal Surgery and Periodontia" and "Crown and Bridge." The courses will be offered in sequence, extending for a total of twelve weeks. Dentists may enroll in single courses, or for the entire program.

The course in "Complete Dentures" will be offered first, starting January 3 and continuing for three weeks. A one-week course in "Partial Dentures" will follow and a one-week course in "Operative Dentistry" will start January 31. On February 14 a one-week course in "Dentistry for Children" will be given followed by a two-week course in "Oral Pathology, Diagnosis and Surgery" starting February 21. "Root Canal Surgery and Periodontia," a two-week course, will be offered starting March 7, and the

program will be completed by a two-week course in "Crown and Bridge" beginning March 21.

Registration for any of the above courses may be made in writing to Dr. Isaac Schour, University of Illinois College of Dentistry, 808 S. Wood Street, Chicago 12. The courses are offered under the G. I. Bill of Rights but are open to non-veterans as well, and all are necessarily limited.

PALM SPRINGS SEMINAR

The Fifth Annual Seminar for the Study and Practice of Dental Medicine was held at Palm Springs, California, October 17-22. It was attended by some 250 leading medical and dental men from throughout the United States, Canada and Mexico.

The use of fluorides in the prevention of tooth decay was one of the Seminar's major topics. Other subjects included the influence of hormones on growth, the nutritional influence on skeletal growth, diagnosis of benign and malignant oral tumors, the origins of periodontal disease, aspects of heredity and a practical presentation of nutrition in action.

The Seminar is an attempt by the medical and dental professions to bring together for comparison and study the latest findings of medical, dental and biological research men in their separate activities and was established five years ago by Dr. Hermann Becks, chairman of the Division of Dental Medicine at the School of Dentistry, University of California.

C.C.D.S. ACTIVITIES

The Dental School of Loyola University, Chicago College of Dental Surgery, received some six hundred applications for admission to its Freshman class this fall. Of these, 250 presented satisfactory credentials for the requirements of admission. Since only a hundred students could be accommodated at the school, the Committee on Admissions had to

use every criterion available in making its selections.

Additions to the faculty include the following: Dr. Frank M. Amaturro, freshman technics; Dr. Stanley D. Brzezinski, crown and fixed bridge prosthesis; Dr. Robert J. Carroll, dentistry for children; Dr. William H. Justi, basic sciences; Dr. Byron J. May, head of department of radiology; Dr. Ralph W. Mitchener, denture prosthesis; Dr. Robert S. Strenk, operative dentistry; Mr. Robert H. Monninger, chemistry and physiology. Dr. Ralph G. Larsen, formerly of the department of radiology, becomes the new head of the department of denture prosthesis.

At the opening of the fall term on September 27, appropriate exercises were held at the school. President James T. Hussey, S.J., Dr. Marvin E. Chapin, associate professor of oral surgery; Regent Robert J. Williams, S.J., and Dean Robert W. McNulty were the speakers. —*Warren Willman.*

DIAGNOSTIC CANCER TESTS

The National Cancer Institute and a group of medical schools and hospitals will cooperate in a program to determine which of the many reported diagnostic tests are dependable, and in refining the most promising tests and in developing new tests. The Director of the National Cancer Institute, Dr. J. R. Heller, states that negotiations leading up to this program have been in progress the past year and have resulted in a tentative program which includes clinical and laboratory studies carried out simultaneously in the cooperating medical schools and hospitals with the necessary coordination and direction centering in the National Cancer Institute. Tests that show promise in the laboratories will first be applied to a small number of thoroughly studied cases and then, if justified, to thousands of persons with and without cancer, particularly to those passing through the United States Public Health Service Medical Center at Hot Springs, Arkansas, where National Cancer Institute already operates a pilot cancer detection unit.

DEMONSTRATION HEALTH DISTRICT

A demonstration health district has been established in the West Side Medical Center by the Chicago Board of Health. The City Council has appropriated \$6,000 for its operation this year.

The establishment of the demonstration center has resulted from recommendations of the Chicago-Cook County Health Survey which was completed last year. It will contain administrative offices and clinical facilities for conducting infant, pre-school, child, tuberculosis and dental clinics.

VA REPORTS ON DENTAL PROGRAM

The Veterans Administration has announced that private dentists handled 90 per cent of the treatments completed during the fiscal year ending June 30, 1948, under the federal program to treat eligible veterans for service-connected dental conditions. A statistical report shows that 602,617 treatment cases were completed by private dentists, and 53,198 by clinics located in VA regional offices, hospitals and field offices. Dr. Bion R. East, director of VA's Dental Service, said that \$50,231,174 was paid to private dentists; while a valuation of \$5,534,657 was placed on work done by VA staff dentists.

Illinois was high on the list of states whose dentists received federal money, over \$2,796,000 being paid out in fees and some 607,096 cases completed.

MEDICAL RESERVE ACTIVITIES

The Master Training Programs recently approved by Unit Commanders are now in effect as per instructions of the Chief of Staff, Army Field Forces.

Lt. Col. A. S. Behrman was the speaker at the Medical Reserve Officers' Meeting on October 18. The reorganization of the Reserve Units was discussed as well as

(Continued on page 25)

NEWS OF THE BRANCHES

WEST SIDE

Our meeting scheduled for October 12 was postponed to October 26 due to uncontrollable circumstances. Samuel Kleiman, our president, contends that this change afforded all our members the opportunity of not having to miss a single meeting, and it made our first meeting of the season a bang-up affair. . . . Our next and second meeting will be held on Tuesday evening, November 9, at the Midwest Athletic Club, 6 North Hamlin Avenue. Be sure to be present at 6 p.m. when Dr. Otto W. Silberhorn will begin his second lecture of the postgraduate course on "Fixed Bridge Construction." This is always an interesting subject. At 7 o'clock you will be served a very delicious dinner. Victor Hogstrom will see to that. At 8 o'clock we shall be privileged to hear none other than our own Henry Bigelow, whose topic will be "Oral Surgery." Henry is an Illinois man and did some splendid work in this field while in the service. He is the originator of the external mandibular splint for mandibular fractures. And do not rush away after the lecture as refreshments will be served by the refreshment committee. . . . The Forum is again meeting regularly at the West Side Steak House, 3929 W. Madison Street. The next meeting of this group will be at noon Tuesday, November 2, at which time Dr. F. G. Robeson will discuss practice management. He has just returned from clinicing the state of Wisconsin. . . . Irving Fishman is anxiously awaiting the second coming of the stork. Let us hope that it is a boy—more dentists are needed, you know. . . . George Barnes recently became a grandpa. . . . While vacationing in Los Angeles recently Sam Kleiman visited with our former member and friend, John Svoboda. Dr. Svoboda (Spud) was on the faculty of old C.C.D.S. for many years before moving to sunny California

where he is now identified with the faculty of the Dental Department of the University of Southern California. He is professor of oral surgery. Sam says that Spud's hospitality is superb and he welcomes visitors from our great West Side school and branch. . . . As yours truly is faced with the job of moving his residence, it will be your pleasure to read some of Vincent Vivirito's gleanings in the next issue.—*Irvin C. Miller, Branch Correspondent.*

WEST SUBURBAN

The November 1 round table meeting will be a very interesting one. Dr. Edward G. Friedrich will speak and show kodachrome slides on immediate dentures without the labial flange. . . . Ed Kritzke recently returned from Mercer, Wisconsin, without any fish. Ed tells me that the temperature ranged around 24 to 28 degrees and, of all things, he forgot his red flannels. It's amazing how handy a pair of pajamas can be, especially with the shortage of underwear. Last report is that Ed is still thawing out. . . . Bill Keehn is back from his honeymoon in the Smoky Mountains. Notice that he is working harder now. Wonder why! . . . Our president, Bernie Siegrist, is taking off for the "Lake of the Woods" for two weeks of hunting. Good luck, Bernie. . . . Quentin Mangion gave a table clinic at the North Shore Hotel for the North Suburban Branch recently. . . . That's all the news I have, fellows. News is hard to get these days. Call me at Village 872.—*E. G. Walters, Branch Correspondent.*

ENGLEWOOD

Ended my vacation by taking the long way home, going through Kentucky, Tennessee and North Carolina. The Smoky Mountain National Park is truly a nature lover's paradise. Picturesque old

water-wheel grist mills are still being used in North Carolina. If you ever wondered why there are so many enterprises named "Biltmore," here's the answer. Biltmore is the estate of the Vanderbilts in Asheville, North Carolina. The palace on the grounds rivals in all respects any palace in Europe and is filled with old world art treasures. . . . Greetings to Branch and all old timers from Harry Snyder who practiced at 47th and Ashland Avenue, retired April 1947, and is now living in Painesville, Ohio, where his son runs the Studio Inn, a Duncan Hines Stop. He spent last summer in California, Honolulu and Texas. While in California called on George Knapp, another Englewood old timer who practices there. George is doing well. After election Snyder will leave for Old Mexico. . . . Marion Hopkins with his bow and arrows was seen on October 1 hunting deer in Allegan County, Michigan. Leo Stern acquired a home in Michiana, Michigan, and was commuting all summer. . . . Tom Cavanaugh is back from Florida and on the job again. . . . Jack Thompson from 95th Street got twin baby boys on the night of October 11. Can one orthodontist make two? . . . Among Englewood Keglers are: V. Grebliunas, Tony Williams, Ray Bartz, W. Raczynski, Ken Kehl and W. Osinskis, who are striking for the Holy Cross Hospital bowling teams. . . . Town of Lake "Englewoodians" are hustling to turn out more and cheaper "plates" in competition with the City Wide Dental Laboratory in their midst. Sig, their lab man, is most sympathetic. . . . Englewood extends best wishes to Mr. and Mrs. Anthony Kostrubala, the parents of Marion F. and Joseph G., on their golden wedding anniversary. . . . Seen in the class on Cancer Control and Oral Diagnosis at the University of Illinois were: M. P. Brooks, H. E. Fonjemie, T. A. Melcarek, V. B. Milas, W. J. Miller, G. Pollack, and I. S. Pomerance. . . . Raczynski is fixing another office to help pay for his new "hacienda," but is stymied by the plumbers who are reluctant to tackle the job and now there is talk of Saturday work at time and half.

. . . At the October 12 meeting Dr. N. Manly Elliott discussed a plan of practice management opening as does the Bible with "In the beginning." Most interesting! . . . Send news items to your next correspondent, Boles G. Gobby, 1636 W. 63rd Street, GROvehill 6-0311.—J. J. Dziubak, Assistant Branch Correspondent.

NORTHWEST SIDE

Despite some slight confusion due to a last minute change in the meeting place, our first meeting of the fall season was a huge success. After the usual delay of waiting for some delicious steaks, we settled down to the business of the evening. As this year marks the twenty-fifth anniversary of the Northwest Branch, each of the past presidents was presented to the group and presented with a handsome tie clip in appreciation of their services. A large group of presidents was in attendance which attests to their continued interest and activity in our Branch. Due to the late start, the usual business was dispensed with and our speaker of the evening, Dr. Edward J. Ryan, was introduced. His subject of the evening, "Personality Types Among Dental Patients," was very well presented and I'm sure we all received many new ideas from this new approach to our everyday problems. . . . After the usual delays, Fred Ahlers is finally settled in his downtown office in the Pittsfield Building. . . . B. B. Pawlowski closed the fishing season in Manitowish, Wisconsin, by catching a twenty-six pound muskie. . . . A new air conditioner is the latest addition to the office of Henry Boris. . . . One of our newer members is Stanley Brzezinski, brother of our dinner chairman, Frank. He's now a busy man, instructing at Loyola in histology, anatomy and dental anatomy. . . . A recent week-end visitor at the home of the Jim Mershimers was a man from Cape Town, South Africa, with the unusual name of Victor Hugo. He's a neighbor of Jim's daughter and made the trip by air in a little over twenty-four hours. It normally takes

three weeks by boat. . . . After our recent meeting, a small but select group of our Branch members held an informal reunion after learning they were all graduates of Tuley High School. . . . Folmar Nymark and Pete De Boer will have a new neighbor when Henry Gierat moves into his new home in Wildwood in the Edgebrook district. Henry is planning to have the place finished around the first of the year. . . . Watch for news of the next meeting. See you there.—*Toby Weinshenker, Branch Correspondent.*

NORTH SIDE

Our first North Side Branch meeting was certainly a big success with the largest number of members attending in quite some time. The meeting was ably presided over by the newly elected president, Basil Cupis, who got right into the groove and handled it well. Our new program chairman, Leo Luckhardt, introduced the speaker of the evening, Dr. Carroll Stuart, who gave quite a discussion on various topics and made some rather new observations. His subsequent showing of colored slides was very good and really the meaty part of the program. Harold Oppice discussed the new increase in A.D.A. dues, which will be \$12.00 come January 1, 1949. . . . Mel Zinser finally won a bet from Cupis by picking the Bears to win after being taken by picking the Cubs to finish in first position. . . . Leo Kremer was elected the First Vice-President of the A.D.A. at their recent meeting. More power to our North Siders. . . . R. W. Lee showed the colored sound movies of his recent Mexican trip to the Arcolian Dental Arts Society of which our old friend, Sam Bianco, is the current president. . . . The Uptown Dental Forum group has an active committee that has launched a drive to end the present system which bars the dentist of one state from practicing in another without passing a second state board examination. This ought to be a good one for Leo Kremer, our First Vice-President, to start on. . . . Don Conger is about to take off on a hunting

trip, or to establish a new office in North Dakota. . . . Joe Solow recently returned to his office after spending a few weeks in South Haven, Michigan. . . . Harold and Mrs. Hillenbrand are spending a few weeks in Denver. . . . O. Bush has just announced the marriage of his daughter. Hope you have another dentist in the family. . . . After two years, Irwin Hirschenbein finally found a north side apartment. No more expensive traveling to the south side. . . . Don't forget bowling started on September 27 at the Bowling Lanes, 5448 Broadway. Any of you who are interested in bowling on Wednesday afternoons should contact Harry Glass. . . . News for our next issue will be written by our able guest correspondent, N. S. Dubrow, 6354 Broadway. Kindly contact him at BRiargate 4-1168 with all the news.—*F. A. Napolilli, Branch Correspondent.*

KENWOOD-HYDE PARK

Our hat's off to Bob Kreiner and Stan Wrobel, our hard working secretary and dinner chairman, for a swell job in selling thirty-six season dinner tickets. That is the greatest advance dinner reservation that I have known Kenwood to have. We are deeply grateful, Bob and Stan, for a job well done. . . . The November meeting will be a joint one with Northern Indiana Dental Society, to be held at Phil Smidt's Fish House in Whiting, Indiana. The date is Wednesday, November 17, at 7:00 p.m. for dinner. Scientific meeting at 8:00 p.m. Mark off that appointment book now. Remember, it's on Wednesday night instead of Tuesday, so get that work around the house done early. . . . I am happy to report that "Bud" Hartley is making a very satisfactory recovery from a major operation at Mercy Hospital and should be home very soon. Keep up the good work, "Bud." . . . Got a card from Scotty Morange who is doing a little deep sea fishing at Clearwater, Florida, which city, he says, is a Garden of Eden. Have a good time, Scotty. . . . Our good friend, Charley Waterman, and Mrs. Waterman spent

a delightful month at Long Beach, Indiana. Charley says that he is feeling fine, in fact, better than he has for a long time. Keep up the good work, Charley. . . . We welcome T. Sherman Johnston, a recent dischargee from the army, back into our midst. Sherman has been doing things in a big way since his return to us. He has taken unto himself a wife, and to them we express our sincere best wishes for a long, successful and happy life together. As if that wasn't enough, he has acquired a nice new '48 Hudson, which we hope will give them both many pleasant miles of driving. Good luck to the newly-weds. . . . Stan Wrobel is driving a nice new Buick which Stan's mother won as a prize in a raffle. Like most good mothers, Stan's has passed on her good fortune to little Stanley. Lucky boy, as well as lucky mother! Many hours of happy driving, Stan. . . . Bill DeLarye didn't get enough fishing on that Canadian trip so he is going to make a float trip down through the Ozarks. Good luck, Bill. . . . The Mayor of Palos Hills, A. M. Bressler, has the wanderlust and is thinking about a trip into Wisconsin to admire the beautiful foliage changes. The trip will really be worth while, Bress. It's wonderful! . . . President Chet Blakeley hopes that you will make every effort to be at Phil Smidt's for the November 17 meeting. . . . Any news, call SOuth Chicago 8-1823.—*Elmer Ebert, Branch Correspondent.*

NORTH SUBURBAN

Our last efforts in this column were

horribly mutilated by the red pencil of a ruthless editor, but with our usual dauntless spirit we shall persevere, etc. In compliance with a Spartan code of ethics, we shall confine ourself to newsy bits. . . . Our J. C. McGuire, Sr. repeats in the news with delivery of a new Packard—which no well appointed garage should be without. . . . Stevie Stephenson is following the hounds again, but it is said that he is walking carefully and gently this year. . . . Other hunters include Otto Brasmer—pheasants in South Dakota; Zenas Shafer—deer up North; and those perennial sportsmen, Bill, Boom and Zeke. Murray caught a wall-eyed pike (it is not quite clear whether he shot it, hooked it, or just ran in front of it), Bommersheim caught a cold, and Smothers caught some snow in his sleeping bag. . . . Our friend and red penciler, Jim Keith, is vacationing again, this time at Spring Mill State Park in Indiana. but we have a chill sensation that even at that distance our mutilated metaphors and split infinitives will not escape. . . . Also vacationing somewhere in Indiana is Paul Wilcox, who says he just likes to go down there and walk around and come home again. . . . J. Sayre Hexton has gone to California and it is reported that he and Rita Hayworth are patching up their differences. . . . In closing this short note, we are hoping Pinky Stine will do something clever within the next fortnight—we are really eager to write about a Pedodontist. . . . Please Mr. Editor, not this time—we'll go quietly.—*Grant A. MacLean, Branch Correspondent.*

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Ethics Committee

Eugene M. Stearns, Chairman	1949
Neil A. Kingston	1950
J. R. Carlton	1951

Applications for Membership

The following applications have been received by the Ethics Committee: Any member having information relative to any of the applicants, which would affect their membership, should communicate in writing with Eugene M. Stearns, 636 Church St., Evanston. Anonymous communications or telephone calls will receive no consideration.

Applicants:

ANLIKER, FREDERICK M. (C.C.D.S. 1948) West Side, 1801 W. Jackson Blvd. Endorsed by F. E. Roach and Frank J. Kropik.

JAHNKE, HERBERT F. (C.C.D.S. 1917) Northwest Side, 4967 N. Austin Ave. Endorsed by J. E. Pulley and William Lowy.

(Continued on page 25)

Classified Advertising

FOR SALE

For Sale: Philco York, window type, consol air conditioner, DC (Model 60-W), in good running condition. Telephone RAndolph 6-0074.

For Sale: Excellent practice, well established, busy transfer corner in Chicago. Includes fully equipped two main operating rooms, private reception room, business office, laboratory and dark room. Will introduce purchaser and stay until he becomes fully acquainted with practice. A down payment of \$8,500 required. Balance on terms to be arranged. Address T-1 The Fortnightly Review of the Chicago Dental Society.

For Sale: Established dental practice and fully equipped office on Roosevelt near Kedzie; 2 operating rooms, laboratory, business office, resting room and reception room. Furnished living quarters if desired. Reasonable rent, favorable lease. Call GRovehill 6-0888.

For Sale: Dental office and practice in farming community about 70 miles south of Chicago. First floor, modern office. Will sell complete with x-ray or with part of equipment desired. Reasonable. Telephone Paxton 575 (office) or 609L (home).

For Sale: Ritter equipment AC; Trident unit and chair, white finish; model "A" x-ray; 4-cluster light; rotary converter; lathe DC; complete equipment for acrylics; Meisinger portable engine; Harvard cabinet; lab bench. Call UNiversity 4-3450 daytime, HOLlycourt 5-8300 evenings.

For Sale: Three chair dental office, including x-ray and laboratory equipment. Will sell all or part. Dental practice *not* for sale. Dr. M. D. Strilky, RAndolph 6-1899.

For Sale: War surplus Pelton E & O dental lights at half price. Ray Furey, 7817 East End Ave., Chicago 49. Telephone REgent 4-8175.

For Sale: Attractive loop dental office. All new equipment, x-ray, fully equipped operating and laboratory rooms, nicely furnished reception room. Very reasonably priced. Exceptional opportunity. Call CEntal 6-2233.

For Sale: Newly S. S. White equipped dental office in town 60 miles west of Chicago. Ritter x-ray. Good rural community. Leaving state. Address T-4 The Fortnightly Review of the Chicago Dental Society.

For Sale: Two chair dental office, Ritter equipment, x-ray, air conditioned. South side. Practice averages \$15,000 annually. Address T-3, The Fortnightly Review of the Chicago Dental Society.

For Sale: Harvard chair, mahogany, good condition, \$60.00. Weber, model "A" unit without motor, \$25.00. Old x-ray unit worth \$50 on trade-in on new machine, \$12.00. Call COlumbus 1-3523.

For Sale: Closing out lounge furniture, chromium and wood. Also various models of chairs, tables, coat racks, ash trays. Atlas Chair Co., 1140 S. Michigan Ave., HArrison 7-4573.

For Sale: Building with two apartments and 3 1/2 room established dental suite. Leaving city. For further information call MErrimac 7-0466.

For Sale: Dental office completely equipped. Excellent corner location in South Shore. Cream colored equipment, including G. E. CDX x-ray, Ritter sterilizer, American cabinet, dark room, reception room, laboratory equipment, abundant supplies and instruments. Must be quick cash sale. Call REgent 4-6404.

For Sale: Fully equipped, newly decorated 3-chair dental office and practice on northwest side, due to death. Includes laboratory, dark room and recovery room, all air conditioned. Very large and lucrative practice. Address T-6 The Fortnightly Review of the Chicago Dental Society.

For Sale: S. S. White unit, Columbia chair, Fisher x-ray, McKesson analgesia machine with oxygen-nitrous oxide cylinders and gas, office desk, typewriter and swivel chair. Will sell all or part. Address T-7 The Fortnightly Review of the Chicago Dental Society.

For Sale: Two Castle spotlights, like new. \$50 each. Telephone HEmlock 4-8022.

For Sale: Cream colored dental equipment in very good condition. Very reasonable. Telephone COlumbus 1-0203.

For Sale: Dental office and equipment. S. S. White large unit, motor chair, American cabinet, sterilizer, all laboratory equipment, practically new. Will sell equipment alone at substantial discount. Dr. M. A. Goldberg, 1819 Pittsfield Bldg. For information call CORnelia 7-1948, or S. S. White.

For Sale: Complete equipment for dental office including Ritter unit, instruments and supplies, due to death. Will sell in whole or in part. Bargain for quick disposal. Telephone VAn Buren 6-8164 after 6:30 p.m.

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For Sale: Dental office complete with equipment in beautiful northwest professional building at Kimball, Milwaukee and Diversey Avenues. Ideal for man in specialty or recent graduate wishing to start with minimum investment. Telephone Albany 2-9160.

For Sale: Attractively furnished one chair office in Field Annex. Daylight laboratory, equipment, instruments, supplies, mailing list and good will included. Telephone STate 2-8300.

For Sale: Positively the most terrific two chair dental office in the loop. Completely equipped with all new Ritter equipment. Address T-8 The Fortnightly Review of the Chicago Dental Society.

For Sale: Equipped corner office and reception room with practice on north side in vicinity of Granada Theater. Best transportation. Low rent. Priced right for right party. Selling on account of illness. Address T-9 The Fortnightly Review of the Chicago Dental Society.

WANTED

Wanted: Illinois licensed dentist desires temporary connection as assistant or to take over, on daily or weekly basis, until December 10. Leaving Illinois permanently then. Straight salary only. Will present credentials. Write Dr. J. Diamondstein, 796 State Line St., Calumet City, Ill.

Wanted: Well qualified dentist is available three days a week. Will care for your practice while you are on vacation, or will consider part time associateship. Address T-5 The Fortnightly Review of the Chicago Dental Society.

Wanted: Young dentist desires association or part time work with established dentist. Has graduate training in anesthesia, oral surgery and periodontia. Address T-10 The Fortnightly Review of the Chicago Dental Society.

Wanted: To rent a one, two or three chair office in loop, with or without equipment. Will buy equipment if necessary. Dr. M. D. Strilky. Telephone RAndolph 6-1899.

FOR RENT

For Rent: Dental office, neatly equipped and furnished. Choice location, Addison & Broadway. English basement style. Many walk-ins. Available Mon., Wed., Sat., including evenings. Call GRaceland 2-7338 Tues., Thurs., Fri., or DEarborn 2-2974 Mon., Wed., Sat.

For Rent: Completely equipped dental office, northwest side, excellent transportation, street car, bus and elevated. \$50.00 monthly. Telephone MIchigan 2-9183.

For Rent: Office suitable for orthodontist. No other orthodontist in community. 6967 Fullerton. Telephone MErrimac 7-4636.

(Continued on page 25)

QUOTATIONS AND ABSTRACTS

(Continued from page 14)

that the licensee has submitted to employment as a practicing dentist by an unlicensed person. The dental practice act of New Jersey, in addition to the above mentioned provision, also provides that no person shall practice dentistry unless licensed to do so and that any person shall be regarded as practicing dentistry within the meaning of the act who is manager, proprietor, operator or conductor of a place where dental operations are performed. The constitutionality of these latter statutory provisions is not disputed, nor could it well be, the court continued, for the restrictions so imposed upon personal liberty of actions are within the police power of the state to provide for the general welfare of its people and to that end to prescribe all such regulations as in its judgment will secure or tend to secure them against the consequences of ignorance and incapacity as well as of deception and fraud. The practice of dentistry has points of close contact with that of medicine, which has long been the subject of careful supervision and control. Since it is within the power of the state to provide that no unlicensed person shall be the manager, proprietor or conductor of a dental office, continued the Court of Errors and Appeals, it seems to us to be also within the power of the state to provide, conversely, that a licensed dentist shall not be employed in a dental office by an unlicensed manager, proprietor or conductor and to enforce that prohibition by revoking or suspending the license of an offending licensee. Accordingly the court held that the provision of the dental practice act prohibiting employment of a licensed dentist by an unlicensed person was constitutional and that the state board of registration and examination in dentistry was authorized to suspend a license on such a ground.—*Taber v. State Board of Registration & Examination in Dentistry*, 59 A. (2d) 231 (N.J., 1948). (Reprinted from *Medicolegal Abstracts: J.A.M.A. Oct. 2, 1948.*)

For Rent: Vacant office in Field Annex Building. Share attractively furnished reception room. Immediate possession. Laboratory bench, some laboratory equipment, linoleum, Venetian blinds, plumbing for unit already installed. Address T-2, The Fortnightly Review of the Chicago Dental Society.

For Rent: Two room dental office, share reception room with established M.D. West Cermak Road near Damen Ave. Call Virginia 7-6687 from 1 to 4 p.m. except Wednesday.

For Rent: Dental office in Polish neighborhood. 1028 W. Cermak Road. Telephone Blshop 7-6858.

1949 MIDWINTER MEETING

(Continued from page 5)

fore the recent developments in every aspect of the field. Full denture and partial dentures will cover everything from impressions to the finished product. Oral surgery will emphasize the practical, everyday procedures of interest to the man in general practice. The pros and cons of traumatic occlusion as related to periodontal disease will make for an interesting discussion in the periodontia section, and, to complete the picture, the essayists in the orthodontia section will point out the pitfalls that beset the operator when attempting to obtain normal occlusion both with and without resorting to extraction procedures.

NEWS AND ANNOUNCEMENTS

(Continued from page 17)

requirements for active and inactive reserve status.

The new age minimum and maximum limitations have been set forth in War Department Circular 210 for each branch of the Medical Department. The circular also contains requirements for higher grades. This information will be published in the Medical Reserve Bulletin.

MEDICAL SOCIETY URGES PHYSICIANS TO VOLUNTEER

The Council of the Illinois State Medical Society has made public a resolution adopted recently urging young physicians to volunteer immediately for military service. The Society pointed out that of the additional physicians needed by the armed forces before January 1, 1949,

Illinois probably will have to supply about 600. The Society states that the resolution was directed especially at those young physicians who received all or part of their medical education at the expense of the government, under the wartime A.S.T.P. and V-12 programs, but who did not serve in the armed forces because the war ended before they had completed their courses.

APPLICANTS

(Continued from page 22)

KRZEMINSKI, BRUNO S. (St. Louis U. 1946) Englewood, 4800 S. Laffin St. Endorsed by Joseph T. Tisoncik and Francis X. Pelka.

LEVIN, MORRIS J. (U. of Buffalo 1919) North Side, 5 S. Wabash Ave. Endorsed by Arthur Marc and S. M. Janovs.

LEVINE, SHELDON L. (C.C.D.S. 1946) North Side, 55 E. Washington St. Endorsed by Sol A. Shiret and S. R. Kleiman.

LUTTON, WARREN H. (C.C.D.S. 1948) Kenwood-Hyde Park, 2645 E. 75th St. Endorsed by Chas. H. Cordick and Howard Alexander.

PETRULIS, BRUNO S. (U. of Ill. 1928) South Suburban, 410 S. Michigan Ave. Endorsed by George Matula and William Starek.

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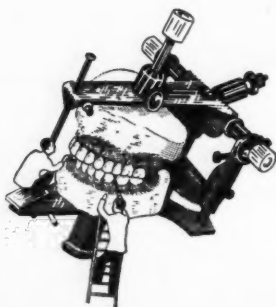
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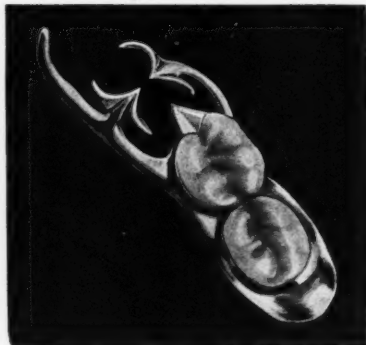
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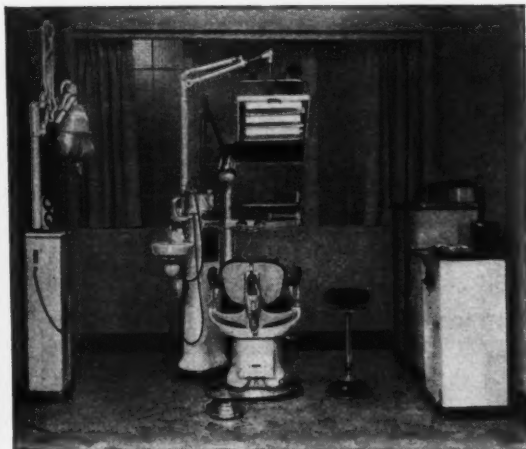
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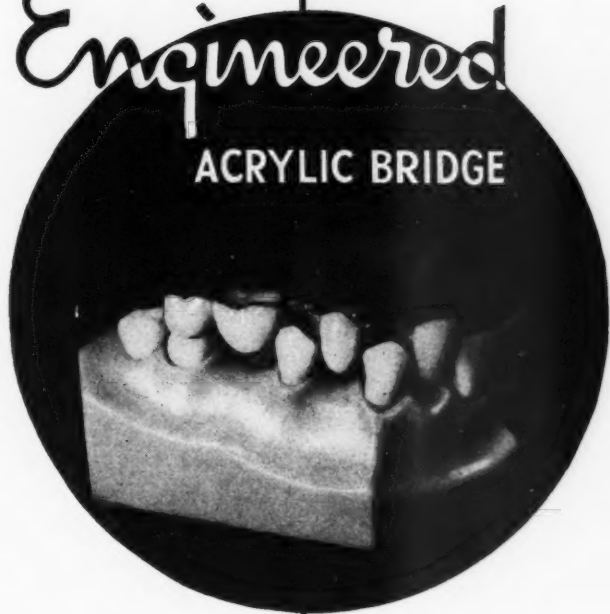
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